

Message Text

UNCLASSIFIED

PAGE 01 BONN 13747 301258Z

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ACTION EUR-06

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R 301205Z AUG 74

FM AMEMBASSY BONN

TO USDOC WASHDC

INFO SECSTATE WASHDC 4720

UNCLAS BONN 13747

USDOC

E.O. 11652: N/A

TAGS: BFOL, GW

SUBJECT: WTDR - UNIVERSITAETSBUCHHANDLUNG BOUVIER GMBH

REF: USDOC 12118

1. ADDRESS: 32 AM HOF; D-5300 BONN; CABLE: NONE; TELEX: NONE;
PHONE: 02221-654445; HERBERT GRUNDMANN, OWNER/MANAGER.
 2. BOUVIER IS ONE OF THE LARGEST BOOKSTORES IN BONN RETAILING
BOOKS, MAGAZINES, NEWSPAREES, TOYS, RECORDS, PRINTED ART
REPRODUCTIONS. FIRM HAS 80 EMPLOYEES AND REPORTS AN ANNUAL
SALES VOLUME OF DM 6.6 MILLION. ITS SALES TERRITORY IS GERMANY,
THE U.S. AND EUROPEAN COUNTRIES. CORRESPONDENCE MAY BE IN ENGLISH.
 3. FINANCIAL REFERENCES: DRESDNER BANK AG, BONN; SPARKASSE BONN
AND LANDESZENTRALBANK BONN.
 4. MAJOR FOREIGN FIRMS REPRESENTED: NONE.
 5. THE FIRM WAS ESTABLISHED IN 1828 AND SINCE THEN HAS CHANGED THE
TYPE OF ORGANIZATIONS SEVERAL TIMES. A BANK REFERENCE STATES
THAT IT HAS BEEN IN VERY AGREEABLE BUSINESS CONTACTS WITH
BOUVIER FOR MANY YEARS, THAT THE FINANCIAL SITUATION APPEARS TO
BE IN ORDER AND THAT THE FIRM WILL NOT ENTER OBLIGATIONS WHICH
IT CANNOT FULFILL.
ON THE BASIS OF ABOVE COMMENTS FIRM MAY BE RECOMMENDED AS A
GOOD BUSINESS CONTACT FOR U.S. FIRMS.
 6. DATE OF INFO: 8/74.
- CASH

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